

Pervasive Officing

NIST PC 2001 Conference - May 1, 2001

Mark Greiner - SrVP, Research, Concepts & Ventures

Steelcase Inc. Confidential



@ work around the world @ work around the world @ work around the world @ work around the world

A Brief History of Office Design

In the beginning, there were private offices



A Brief History of Office Design

And outside those offices, there were bullpens



A Brief History of Office Design

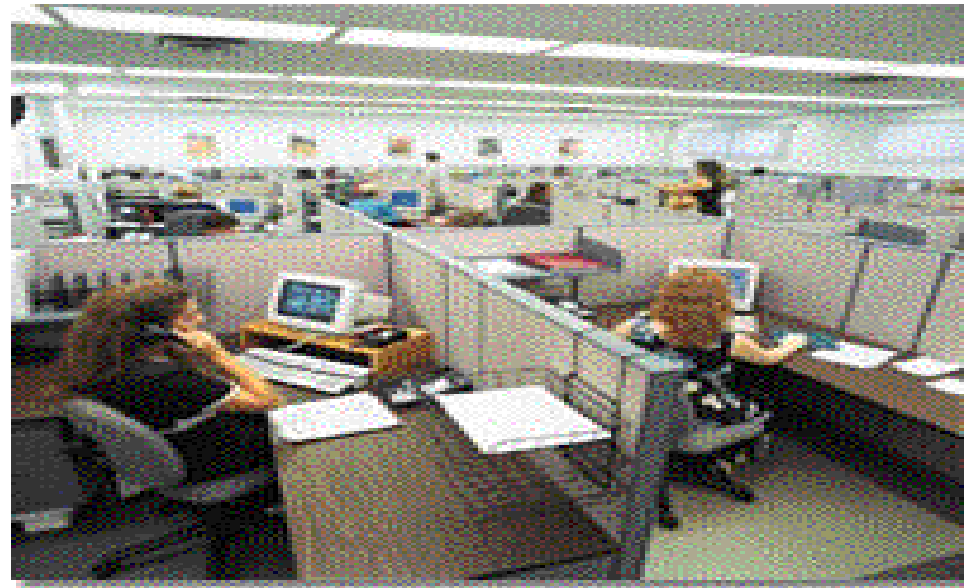
Bullpens evolved in different forms...

...then organizations started to change...



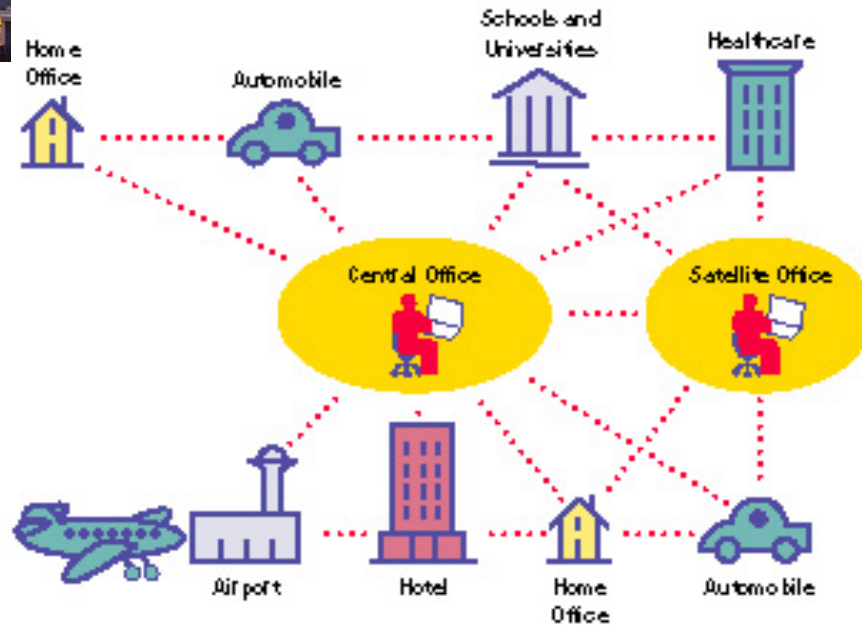
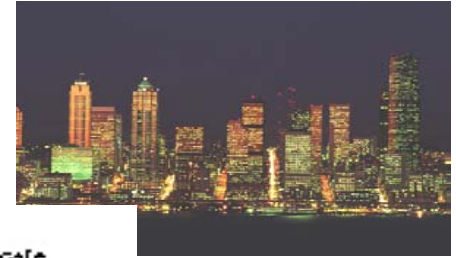
A Brief History of Office Design

Open plan workspaces offer better privacy than bullpens, and remain the dominant design today...

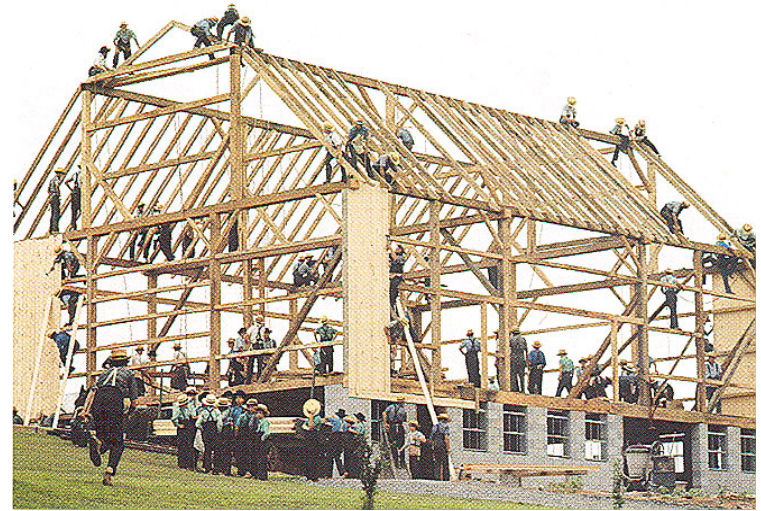
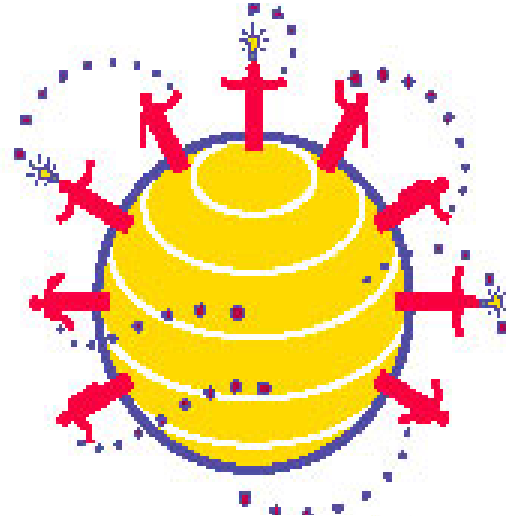
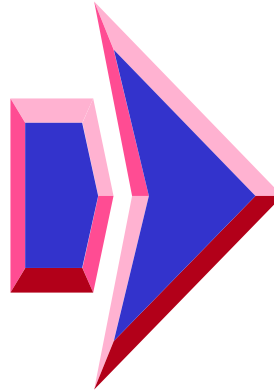
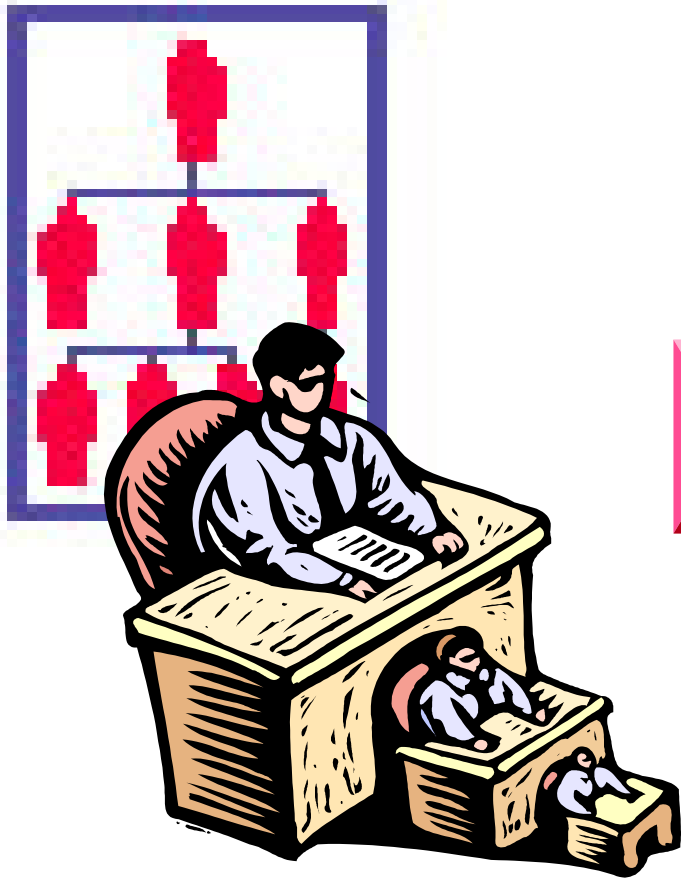


*...but work is
changing again...*

From Cubicles to Anytime, Everywhere

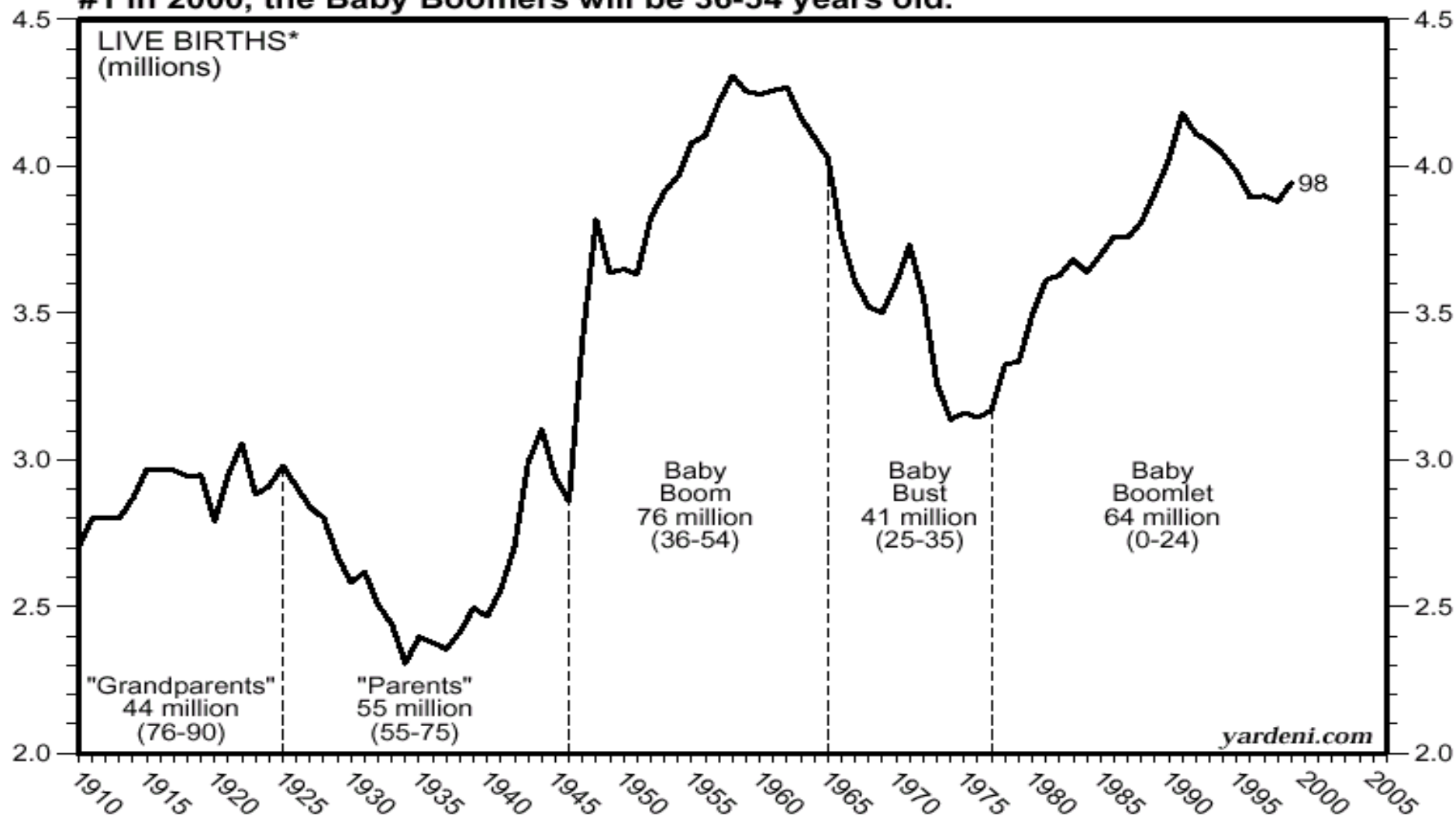


From Hierarchy to Network



From Boomers to Bimodals

#1 In 2000, the Baby Boomers will be 36-54 years old.



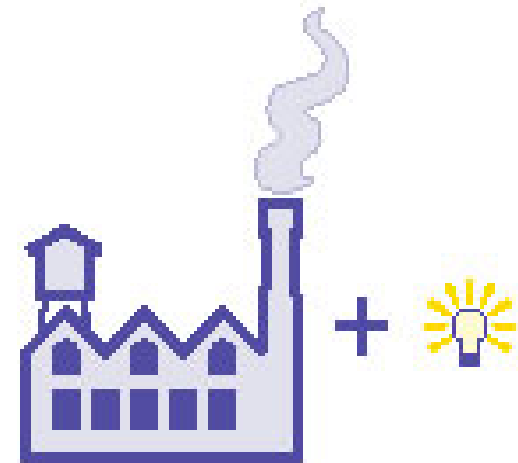
* Numbers in parentheses are the youngest and oldest ages of group members during 2000.

From Scale to Ideas

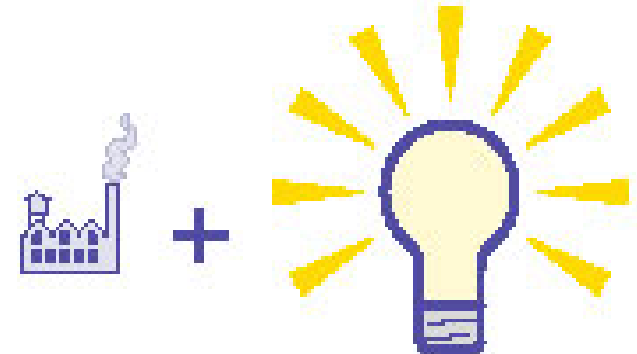
"Our true 'core competency' today is not manufacturing or services, but the global recruiting and nurturing of the world's best people and the cultivation in them of an insatiable desire to learn, to stretch and to do things better every day."



GE 2000 Annual Report



Old Competitive Advantage



New Competitive Advantage

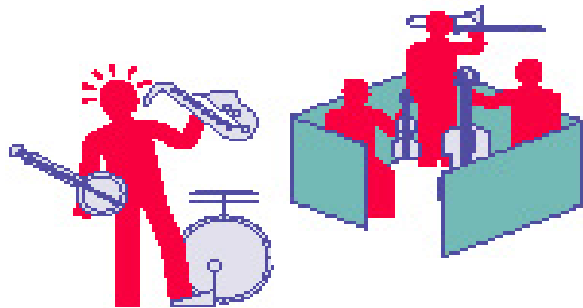
From Desktop to Pervasive Computing



... And Office Environments Can't Cope



- Existing architecture can't keep up with new technology



- Existing furniture too centered on individual workspaces... what about teams, community spaces?



- Whose job is it? (Facility manager, IT manager, HR manager, etc.)

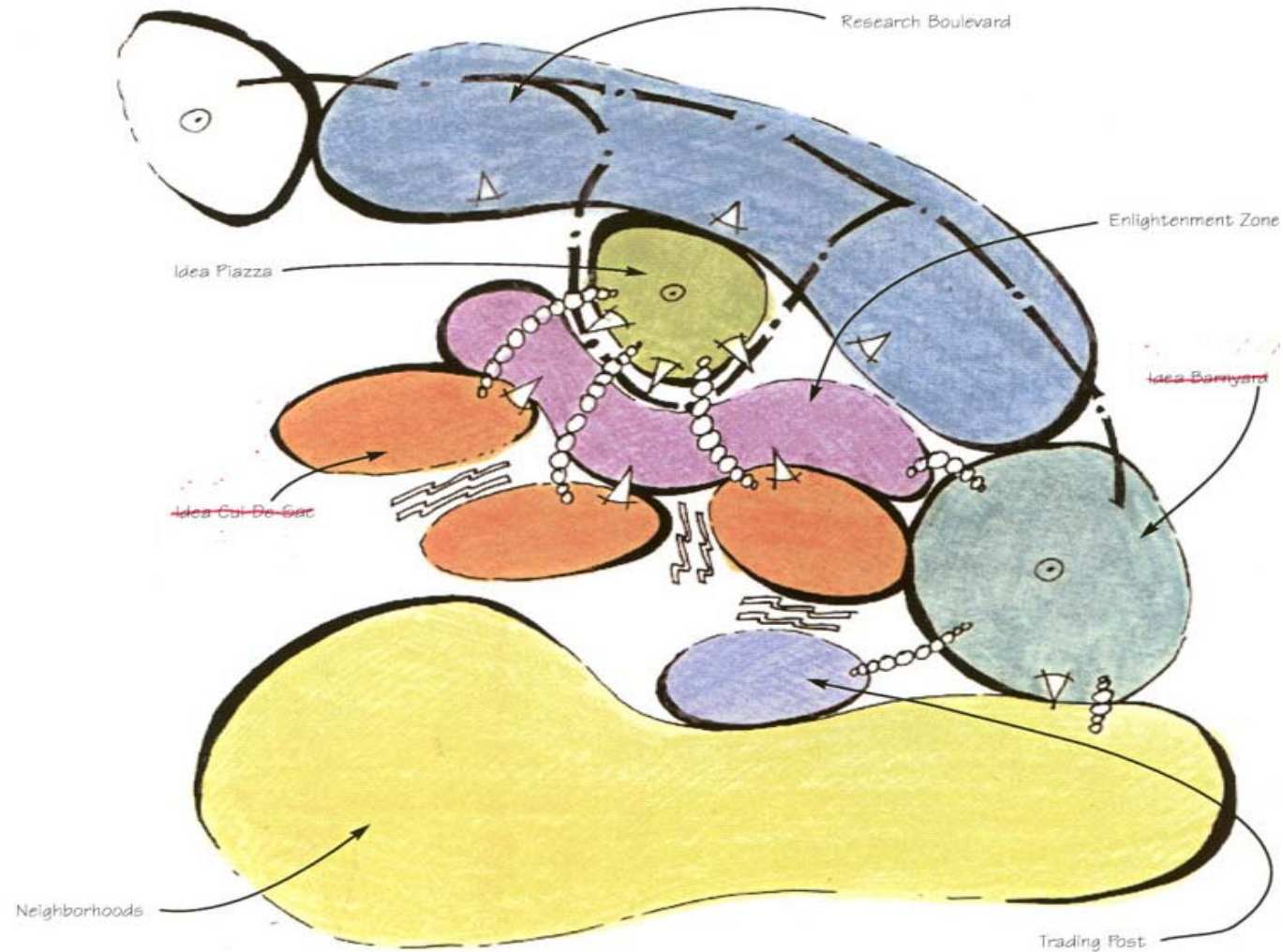
The Solution - Focus on the User

*Through
observation
& co-design*

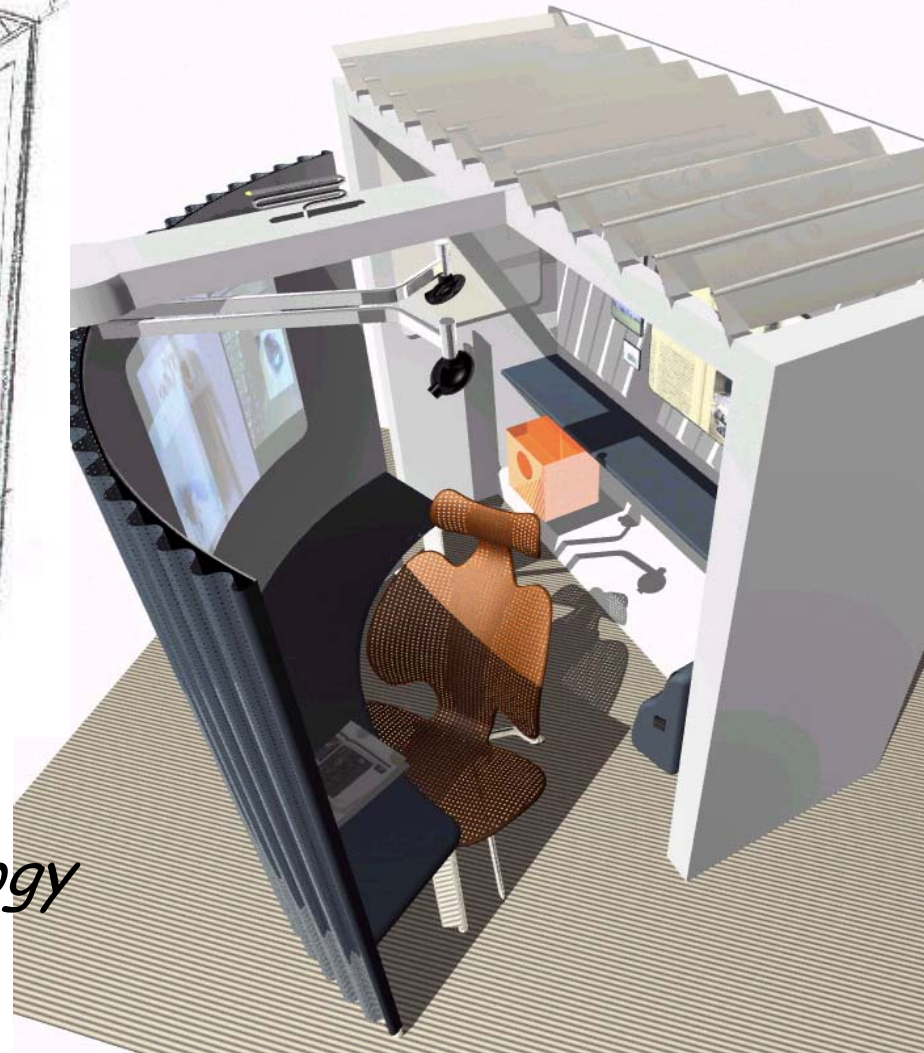
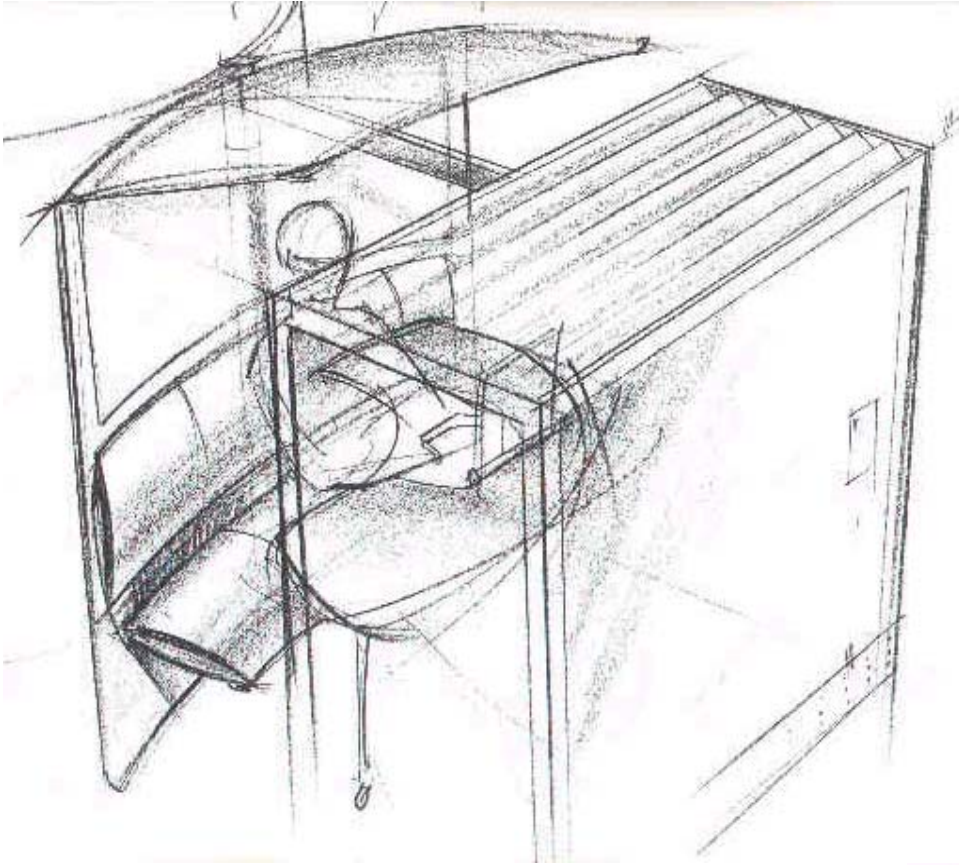
- Solve for groups first
- Understand culture and networks
- Provide for sharing and transfer of knowledge
- Facilitate learning
- Allow for formal and informal communication
- Plan for technology everywhere
- Provide spaces for concentration, collaboration and contemplation

The Result - Workspace Patterns (CbP)

A new point of view regarding how offices should be planned



The Result - New Product Opportunities (A/F/T)



*Harmonious integration of
architecture/furniture/technology*

A New Chapter in The History of Office Design...

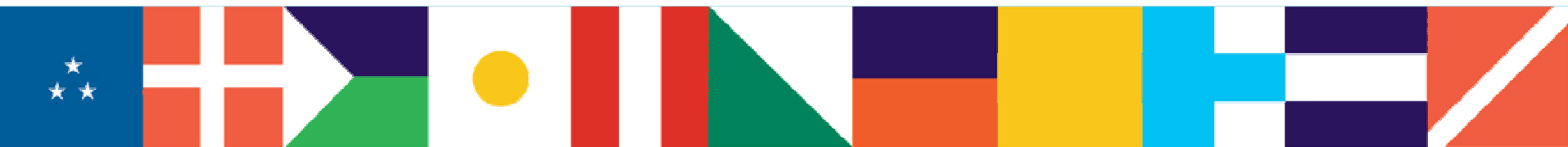


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